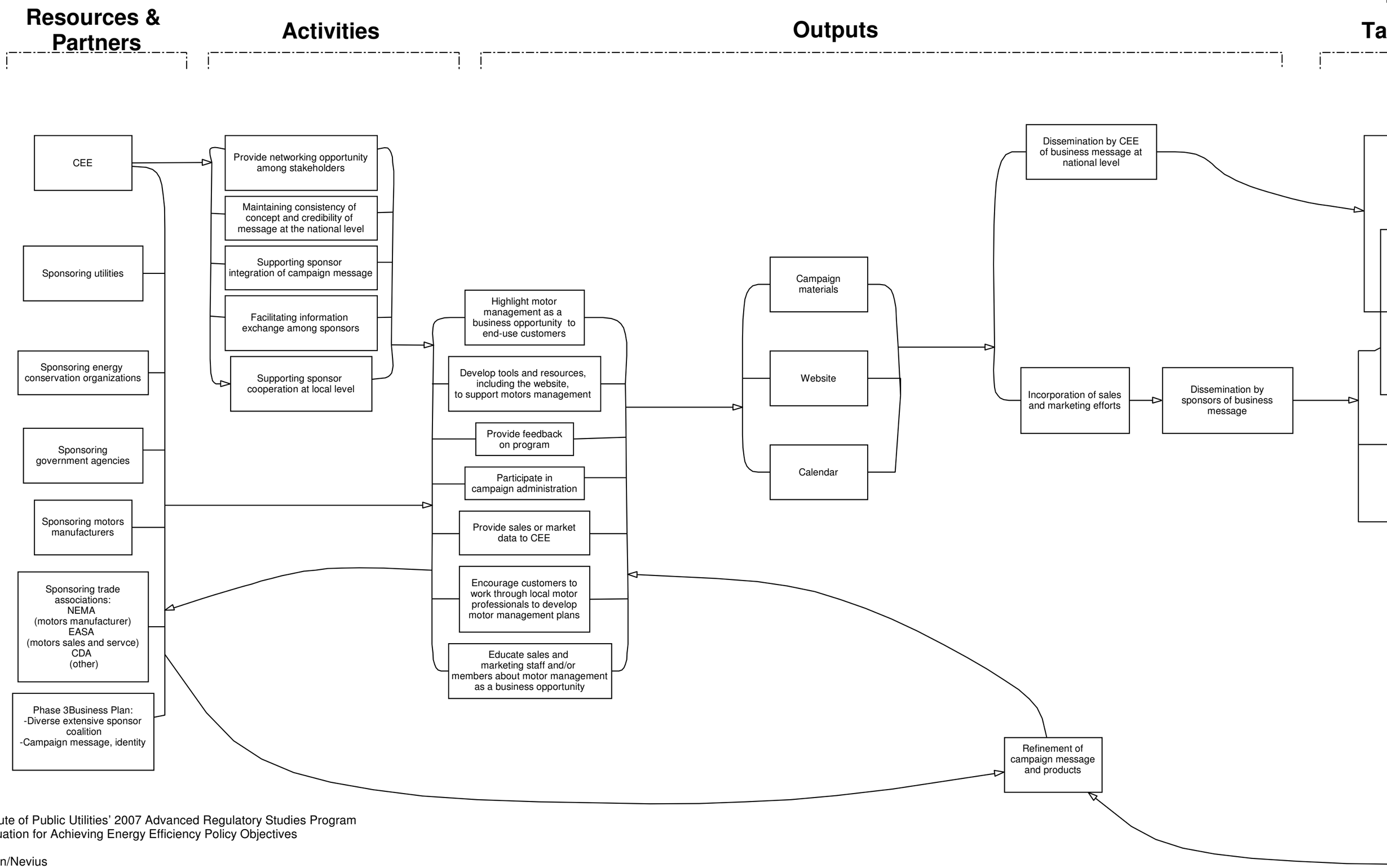
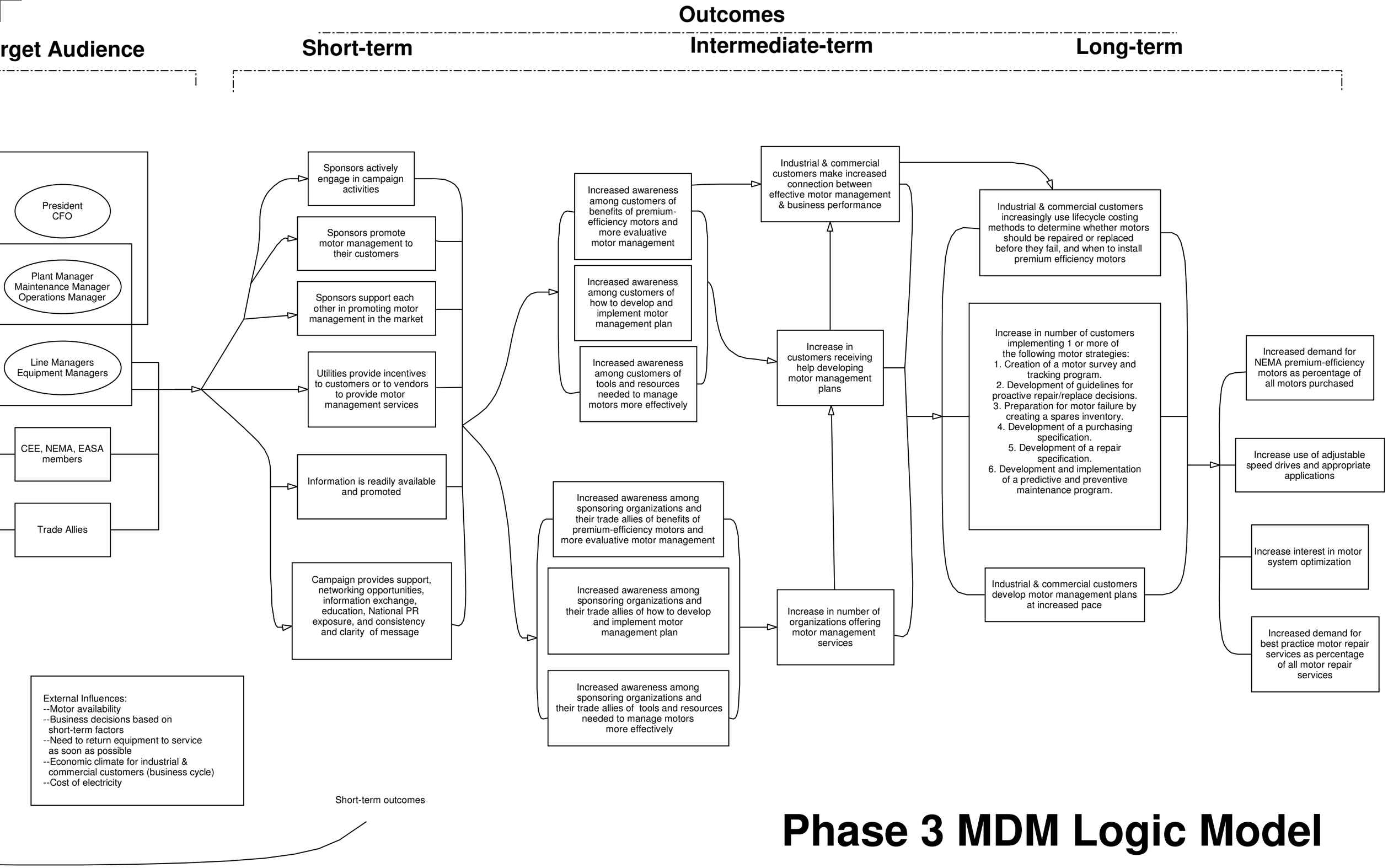

Resources & Partners
Activities
Outputs
Ta
CEE
Sponsoring utilities
Sponsoring energy conservation organizations
Sponsoring government agencies
Sponsoring motors manufacturers
Sponsoring trade associations:
NEMA
(motors manufacturer)
EASA
(motors sales and servce)
CDA
(other)
Phase 3Business Plan:
-Diverse extensive sponsor coalition
-Campaign message, identity
Provide networking opportunity among stakeholders
Maintaining consistency of concept and credibility of message at the national level
Supporting sponsor integration of campaign message
Facilitating information exchange among sponsors
Supporting sponsor cooperation at local level
Highlight motor management as a business opportunity to end-use customers
Develop tools and resources, including the website, to support motors management
Provide feedback on program
Participate in campaign administration
Provide sales or market data to CEE
Encourage customers to work through local motor professionals to develop motor management plans
Educate sales and marketing staff and/or members about motor management as a business opportunity
Campaign materials
Website
Calendar
Dissemination by CEE of business message at national level
Incorporation of sales and marketing efforts
Dissemination by sponsors of business message
Refinement of campaign message and products



Phase 3 MDM Logic Model